RJ Reynolds
Tobacco Company

DM
PRIORITY COMMUNICATION

919-741-5000
Winston-Salem, N.C. 27102

D.M 15/3/93
T&D 15/3/93
S.R.M. 15/3/93
S.A.M. 15/3/93

DM-38-G

April 27, 1993

TO ALL DIVISION MANAGERS:

SUBJECT: BRAND SPECIFIC AND MULTI-BRAND POINT-OF-SALE (FULL-PRICE)

The following is a recap of brand specific and multi-brand point-of-sale items with commodity numbers and availability dates listed below:

Description	WINSTON	SALEM	*CAMEL	**VANTAGE	MORE	NOW	Multibrand
24" Mdsr. Card	#398092	#409598	#408707	#398521	#287740	#403020	404483
Display Rsr.Card	398103	409620	408696	398543	287729	403009	404472
Dump Bin Riser	398081	409609	408685	398565	287718	402998	404461
Folded Shelf Strip	399192	409653	408718	398587	287982	403042	404505
Static Cling	-	409642	408729	398576	287751	403031	404494
16" Pkg. Mdsr.Strip	-	409587	-	-	-	-	-
Large Paster	-	409631	409301	-	-	-	-
Channel Strip	-	-	-	-	-	-	407794
Available in Lentz	5/17	5/11	5/14	5/17	Avail. Now	Avail. Now	Avail. Now

*An adequate supply of CAMEL POS items (except 16" merchandiser strip) has already been drop-shipped to your divisions for delivery the week of May 10. You may order additional quantities if needed.

**VANTAGE POS (except the static cling piece) features advertising on both sides; however, a special offer "starburst" is printed on one side.

All items listed above may be used to communicate "special offers" such as coupons/VPR's, buydowns, etc. at retail. Please order in realistic quantities since these items are available on an "open order" basis (not allocated).

Program contacts: SMS Orders - Wanda Snow, ext. 3325
Work Plan - Dick Luongo, ext. 6110
Sharon Reid, ext. 2584

R. J. REYNOLDS TOBACCO COMPANY

M-4

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/jljn0000